

## Psssssssst...

Want to know what your clients are saying?

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Here's a quick look at key results from the 2000 Client Survey. One hundred and seventeen trade offices submitted lists of clients; the sample was randomly chosen from the 113 offices with more than 10 clients on their lists. The response rate was high again this year. In all, 1,935 clients were interviewed by telephone, to discuss their experience with the delivery of a specific core service from a specific trade office at a specific moment in 1999. It took

almost 11 weeks to complete all of the 25-minute interviews. When asked to compare their experience between the two years, 35% of business clients and 39% of partner-clients felt that the service had improved.

However, not all clients were satisfied with the service they received. The leading complaint continues to be responsiveness.

### Some key results

	2000 Client Survey	1999 Client Survey
Response rate	80%	90%
Business clients interviewed	1,728	2,093
Partner-clients interviewed	207	156
Overall satisfaction (business clients)	78%	81%
Overall satisfaction (partner-clients)	82%	82%
Customized client feedback reports delivered to specific trade offices	97	79

## Psssssssssst...

Want to know what else your clients are saying?

Here are the most recurrent complaints and compliments about service delivery received on the Client Feedback Line. Clients are

encouraged to call the Client Feedback Line, 1 888 306-9991 with suggestions or comments about the service they receive from trade offices.

#### Top two complaints

- Response not received promptly, if at all
- Lack of courtesy

#### Top two compliments

- Information received was pertinent and helpful
- Sectoral and local knowledge of trade officer was impressive

### SAY YOUR PIECE

Do you have a best practice to share? Comments or suggestions?

TCS International welcomes your input.

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